Remarks

The Final Office Action mailed October 5, 2006, has been reviewed and these remarks are responsive thereto. Claims 1, 12, 14, 16, 19, 23 and 28 have been amended. Claims 1, 2, 4-16, 18, 19, 21, 23-25, 28, 30 and 31 remain pending in this application and currently stand rejected. No new matter has been added.

Claim Rejections Under 35 U.S.C. §103

Claims 1, 2, 4-6, 16, 18, 23-25, 28, 30 and 31 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Pandit (U.S. Patent No. 5,859,636) (hereinafter *Pandit*) in view of Perkowski (U.S. Patent No. 6,625,581 B1) (hereinafter *Perkowski*), and further in view of Gupta et al. (U.S. Application Publication No. 2001/0042098) (hereinafter *Gupta*). Claims 1, 16, 23 and 28 have been amended, and Applicant respectfully submits that the amendments overcome this rejection and add no new matter.

Amended Claim 1 recites for an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions comprising, *inter alia*, providing a list of actions that may be performed to purchase a product associated with the string of text, wherein the list of actions is dynamically generated for each type label and provided in response to a user selecting a dropdown menu associated with each type label.

Amended Claim 16 recites a computer-implemented method for purchasing a plurality of items from an e-commerce retailer comprising, *inter alia*, providing, in association with at least one of the identified plurality of items, an action to buy all of the identified plurality of items, wherein the action is associated with a dynamically generated list of actions.

Amended Claim 23 recites for an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising, *inter alia*, providing a list of actions associated with each type label that may be performed to navigate to a retailer's website associated with the string of text, wherein the list of actions is dynamically generated using a registry and an action dynamic linked library (DLL).

Amended Claim 28 recites a computer-implemented method for recognizing a product string in an electronic document, the method comprising, *inter alia*, determining whether the product string in the electronic document has been edited after using each of the plurality of recognizer program modules to determine whether each of the plurality of recognizer program modules are used on the product string in the electronic document in a subsequent instance.

Pandit discloses an apparatus that provides recognition of text in a body of text as belonging to a predetermined class and performing an operation relevant to the recognized text. (*See Pandit* column 1 lines 51-53.) *Pandit* discloses pull-down menus to identify the operations and/or programs which relate to the class of text accented, highlighted or otherwise indicated. (*See Pandit* column 2 lines 33-35.) *Pandit* also discloses that in the event the accented text is not recognized, i.e., the text is not of the specific type or class recognizable by any of the libraries provided, a menu bar having a list of one or more menu names of default operations can be made to appear (step 27). (*See Pandit* column 2 lines 33-35.)

Perkowski discloses a method and apparatus for collecting product-related information and transmitting and delivering the same between the manufacturers and

retailers of products to the consumers thereof in retail shopping environments as well as at home, work and on the road. *(See Perkowski* column 4 lines 36-44.) *Perkowski* discloses a method of carrying out electronic-type commercial transactions involving the purchase of products which are advertised on the Internet at uniform resource locations (URLs) that are registered with the IPI system. *(See Perkowski* column 7 lines 12-17.)

Gupta discloses a network system that includes a client computer that can present multimedia content to a user and an annotation server that can transmit, to the client computer, annotations for the multimedia content. *(See Gupta* paragraph [0011].) *Gupta* discloses an annotation entry 180 includes an author field 182, a time range field 184, a time units field 186, a creation time field 188, a title field 190, a content field 192, an identifier field 194, a related annotation identifier field 196, a set identifier(s) field 198, a media content identifier field 200, and an arbitrary number of user-defined property fields 202. *(See Gupta* paragraph [0057].)

In contrast with the claimed invention, the combination of *Pandit, Perkowski* and *Gupta* fails to teach or suggest providing a list of actions that may be performed to purchase a product associated with the string of text, wherein the list of actions is dynamically generated for each type label and provided in response to a user selecting a dropdown menu associated with each type label, as recited in claim 1. *Pandit* fails to teach or suggest a list of actions that is dynamically generated for each type label. *Pandit* mentions a pull down menu identify operations and/or programs that relate to a class of text, but fails to a dynamically generated list of actions. While *Perkowski* may mention electronic-type commercial transactions, *Perkowski* fails to teach or suggest a list of actions that is dynamically generated for each type label because *Perkowski* is

directed to using a Internet Product directory to associate product information with companies for use in carrying out commercial type transactions. (*See Perkowski* column 6 line 43 through column 7 line 17.) *Gupta* fails to teach or suggest a list of actions that is dynamically generated for each type label, but instead discloses a metadata store that contains annotation entries; however, an annotation entry is not a list of actions that is dynamically generated for each type label.

Accordingly, independent Claim 1 patentably distinguishes the present invention over the cited art. Dependent Claims 2 and 4-6 are also allowable at least for the reasons described above regarding Independent Claim 1, and by virtue of their dependency upon independent Claim 1. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claims 2 and 4-6.

Claims 16 and 23 include limitations similar to the limitations mentioned above with respect to Claim 1, and are patentably distinguishable from the cited art for the reasons mentioned above with respect to Claim 1. Accordingly, Applicant respectfully requests withdrawal of this rejection of Claims 16 and 23. Dependent Claim 18 is also allowable at least for the reasons described above regarding independent Claim 16, and by virtue of its dependency upon independent Claim 16. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claim 18. Dependent Claims 24 and 25 are also allowable at least for the reasons described above regarding independent Claim 23, and by virtue of their dependency upon independent Claim 23. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claims 24 and 25.

In contrast with the claimed invention, the combination of *Pandit*, *Perkowski* and *Gupta* fails to teach or suggest determining whether the product string in the electronic document has been edited after using each of the plurality of recognizer program modules to determine whether each of the plurality of recognizer program modules are used on the product string in the electronic document in a subsequent instance. *Pandit* fails to teach or suggest determining whether the product string in the electronic document has been edited after using each of the plurality of recognizer program modules to determine whether each of the plurality of recognizer program modules are used on the product string in the electronic document in a subsequent instance. (*See Pandit* FIG. 2.) *Perkowski* fails to teach or suggest using a recognizer program module, much less determining if the recognizer program module should be used in a subsequent instance. *Gupta* fails to teach or suggest amended Claim 28. (*See Gupta* FIG. 12.) Accordingly, independent Claim 28 patentably distinguishes the present invention over the cited art. Accordingly, Applicant respectfully requests withdrawal of this rejection of Claim 28. Dependent Claims 30 and 31 are also allowable at least for the reasons described above regarding independent Claim 28, and by virtue of their dependency upon independent Claim 28. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claims 30 and 31.

Claims 7-15, 19 and 21 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Pandit* in view of *Perkowski* and Jovicic et al. (U.S. Patent No. 5,855,007) (hereinafter *Jovicic*), and further in view of *Gupta*. Claims 1, 12, 14 and 19 have been amended, and Applicant respectfully submits that the amendments overcome this rejection and add no new matter.

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Amended Claim 12 recites a method for providing an electronic coupon to a user of an electronic document, the method comprising, *inter alia*, determining whether the at least one string in the electronic document has been edited after using each of the plurality of recognizer modules to determine whether each of the plurality of recognizer modules are used on the any of the number of strings in a subsequent instance.

Amended Claim 14 recites a method for providing an affiliate program for electronic commerce, wherein a user is rewarded for referring business to a website, the method comprising, *inter alia*, determining whether the at least one string in the electronic document has been edited after using each of the plurality of recognizer modules to determine whether each of the plurality of recognizer modules are used on the number of strings in a subsequent instance.

Amended Claim 19 recites a computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising, *inter alia*, listing the matching actions in association with the product name to provide a user of the computer with a number of different actions, wherein the list is dynamically generated by examining a registry to determine installed actions.

Jovicic discloses an electronic coupon communication system, comprising a network node for selecting, receiving and printing electronic coupons over a public computer network such as the Internet, the node including a display coupled to a control processing unit for displaying at least one electronic coupon, a memory for storing electronic coupons received through electronic transmission from an Internet Coupon Server, which memory permits browsing on the display, a user input device coupled to the central processing unit to permit a user to make an on-line selection of one of a

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plurality of electronic coupons collectively stored in the Internet Coupon Server's memory. (*See Jovicic* column 4 lines 17-53.)

In contrast with the claimed invention, the combination of *Pandit, Perkowski, Jovicic* and *Gupta* fails to teach or suggest providing a list of actions that may be performed to purchase a product associated with the string of text, wherein the list of actions is dynamically generated for each type label and provided in response to a user selecting a dropdown menu associated with each type label, as recited in claim 1. Claim 1 is allowable over the combination of *Pandit, Perkowski* and *Gupta* for the reasons mentioned above with respect to Claim 1. *Jovicic* fails to mention providing a list of actions that may be performed to purchase a product associated with the string of text, much less dynamically generating such a list because *Jovicic* is merely directed to a system for generating and redeeming coupons, not recognizing strings and providing e-commerce actions for the recognized strings. Accordingly, independent Claim 1 patentably distinguishes the present invention over the cited art. Dependent Claims 7-11 are also allowable at least for the reasons described above regarding independent Claim 1, and by virtue of their dependency upon independent Claim 1. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claims 7-11.

Claim 19 includes limitations similar to the limitations mentioned above with respect to Claim 1, and is patentably distinguishable from the cited art for the reasons mentioned above with respect to Claim 1. Accordingly, Applicant respectfully requests withdrawal of this rejection of Claim 19. Dependent Claim 21 is also allowable at least for the reasons described above regarding independent Claim 19, and by virtue of its

dependency upon independent Claim 19. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claim 21.

In contrast with the claimed invention, the combination of *Pandit*, *Perkowski*, *Jovicic* and *Gupta* fails to teach or suggest determining whether the at least one string in the electronic document has been edited after using each of the plurality of recognizer modules to determine whether each of the plurality of recognizer modules are used on the any of the number of strings in a subsequent instance, as recited in Claim 12. Claim 12 is allowable over the combination of *Pandit*, *Perkowski* and *Gupta* for the reasons mentioned above with respect to Claim 28. *Jovicic* fails to mention using a recognizer module, much less determining whether the recognizer module is used in a subsequent instance. Accordingly, independent Claim 12 patentably distinguishes the present invention over the cited art. Accordingly, Applicant respectfully requests withdrawal of this rejection of Claim 12. Dependent Claim 13 is also allowable at least for the reasons described above regarding independent Claim 12, and by virtue of its dependency upon independent Claim 12. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claim 13.

Claim 14 includes limitations similar to the limitations mentioned above with respect to Claim 12, and is patentably distinguishable from the cited art for the reasons mentioned above with respect to Claim 12. Accordingly, Applicant respectfully requests withdrawal of this rejection of Claim 14. Dependent Claim 15 is also allowable at least for the reasons described above regarding independent Claim 14, and by virtue of its dependency upon independent Claim 14. Accordingly, Applicant respectfully requests withdrawal of this rejection of dependent Claim 15.
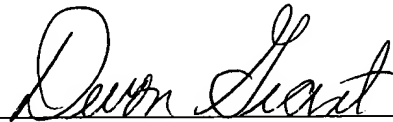
Conclusion

A request for a three-month extension of time is requested for the period of January 5, 2007, through April 5, 2007, and is submitted with this amendment.

In view of the foregoing amendments and remarks, this application is now in condition for allowance. A notice to this effect is respectfully requested. If the Examiner believes, after this amendment, that the application is not in condition for allowance, the Examiner is invited to call the Applicant's attorney at the number listed below.

Respectfully submitted,

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